



## Comprehensive Profile

### Upstate Alliance Counties

Area ID: 0  
Demographic

Name:

#### Upstate Alliance Counties

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##### Population 2008:

Population	1,328,489
Persons in Group Quarters	36,368

##### Population 2013:

Population	1,401,667
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##### Households (2008):

Households	529,488
Family Households	356,626
Average Household Size	2.44

##### Households (2013):

Households	563,142
Family Households	370,320
Average Household Size	2.42

##### Race (2008):

White	1,013,534
Black	254,640
American Indian, Eskimo, Aleut	3,317
Asian or Pacific Islander	18,977
Other	21,848
Two or More Races	16,173
Hispanic Origin	49,332

##### Race (2013):

White	1,053,855
Black	270,118
American Indian, Eskimo, Aleut	3,964
Asian or Pacific Islander	24,300
Other	29,658
Two or More Races	19,772
Hispanic Origin	64,595

##### Gender (2008):

Population Male	648,698
Population Female	679,791

##### Gender (2013):

Population Male	685,900
Population Female	715,767

##### Housing Units (2008):

Owner-occupied	379,944
Renter-occupied	149,544

##### Housing Units (2013):

Owner-occupied	400,473
Renter-occupied	162,669

##### Income (2008):

Median Household Income	\$48,011
Median Family Income	\$57,452
Median Disposable Income	\$38,488
Average Household Income	\$61,580
Average Family Income	\$71,329
Per Capita Income	\$24,834

##### Population by Employment (2008):

Total Businesses	49,869
Total Employees	564,650



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##### Income (2013):

Median Household Income	\$55,735
Median Family Income	\$66,750
Average Household Income	\$70,796
Average Family Income	\$82,969
Per Capita Income	\$28,754

##### Net Worth (2008):

Median Net Worth	\$81,127
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##### Households by Net Worth (2008):

< \$15,000	147,176
\$15,000-\$34,999	46,417
\$35,000-\$49,999	27,066
\$50,000-\$74,999	35,339
\$75,000-\$99,999	30,695
\$100,000-\$149,999	44,954
\$150,000-\$249,999	54,910
\$250,000-\$499,999	67,809
\$500,000 +	41,648

##### Households by Disposable Income (2008):

< \$15,000	88,491
\$15,000-\$24,999	73,372
\$25,000-\$34,999	73,099
\$35,000-\$49,999	97,147
\$50,000-\$74,999	123,069
\$75,000-\$99,999	34,483
\$100,000-\$149,999	26,902
\$150,000-\$199,999	5,719
\$200,000+	7,203

##### Households with Household Income (2008):

< \$10,000	47,945
\$10,000-\$14,999	23,347
\$15,000-\$19,999	30,739
\$20,000-\$24,999	29,280
\$25,000-\$29,999	28,109
\$30,000-\$34,999	31,196
\$35,000-\$39,999	29,831
\$40,000-\$44,999	28,916
\$45,000-\$49,999	24,582
\$50,000-\$59,999	50,665
\$60,000-\$74,999	64,913
\$75,000-\$99,999	69,715
\$100,000-\$124,999	27,900
\$125,000-\$149,999	16,051
\$150,000-\$199,999	13,034
\$200,000-\$249,999	5,508
\$250,000-\$499,999	6,274
>\$500,000+	1,480

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< \$10,000	46,458
\$10,000-\$14,999	19,887
\$15,000-\$19,999	23,868
\$20,000-\$24,999	29,051
\$25,000-\$29,999	25,057
\$30,000-\$34,999	27,035
\$35,000-\$39,999	26,802
\$40,000-\$44,999	28,133
\$45,000-\$49,999	27,978
\$50,000-\$59,999	44,449
\$60,000-\$74,999	86,660
\$75,500-\$99,999	82,164
\$100,000-\$124,999	40,220
\$125,000-\$149,999	17,265
\$150,000-\$199,999	17,319
\$200,000-\$249,999	8,582
\$250,000-\$499,999	8,776
>\$500,000+	3,435

**Families with Household Income (2008):**

< \$10,000	17,276
\$10,000-\$14,999	9,570
\$15,000-\$19,999	14,530
\$20,000-\$24,999	16,226
\$25,000-\$29,999	18,777
\$30,000-\$34,999	16,715
\$35,000-\$39,999	19,498
\$40,000-\$44,999	19,213
\$45,000-\$49,999	17,559
\$50,000-\$59,999	37,129
\$60,000-\$74,999	48,798
\$75,000-\$99,999	63,408
\$100,000-\$124,999	20,117
\$150,000-\$199,999	16,015
\$125,000-\$149,999	10,396
\$200,000-\$249,999	4,689
\$250,000-\$499,999	5,402
>\$500,000+	1,297

**Families with Household Income (2013):**

< \$10,000	16,424
\$10,000-\$14,999	7,721
\$15,000-\$19,999	10,471
\$20,000-\$24,999	14,277
\$25,000-\$29,999	13,817
\$30,000-\$34,999	17,801
\$35,000-\$39,999	13,903
\$40,000-\$44,999	18,021
\$45,000-\$49,999	15,018
\$50,000-\$59,999	32,373
\$60,000-\$74,999	49,539
\$75,500-\$99,999	80,036
\$100,000-\$124,999	31,294
\$125,000-\$149,999	17,285
\$150,000-\$199,999	16,408
\$200,000-\$249,999	6,626
\$250,000-\$499,999	6,870
>\$500,000+	2,425



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#### Population by Age (2008):

0-4	87,634
5-9	85,084
10-14	86,115
15-19	90,861
20-24	88,585
25-29	84,986
30-34	84,933
35-39	93,901
40-44	97,566
45-49	100,892
50-54	93,928
55-59	87,908
60-64	70,762
65-69	54,084
70-74	40,708
75-79	32,511
80-84	24,592
85+	23,439
Median Age	38.0

#### Population by Age (2013):

0-4	91,476
5-9	86,878
10-14	89,929
15-19	95,559
20-24	93,403
25-29	83,519
30-34	82,969
35-39	88,674
40-44	98,802
45-49	106,041
50-54	104,180
55-59	100,954
60-64	83,068
65-69	63,302
70-74	44,946
75-79	34,363
80-84	26,307
85+	27,297
Median Age	39.3

#### Population Age - Males (2008):

0-4	44,817
5-9	43,527
10-14	44,096
15-19	45,774
20-24	44,784
25-29	42,948
30-34	42,562
35-39	46,856
40-44	48,428
45-49	49,757
50-54	45,834
55-59	42,553
60-64	34,035
65-69	25,304
70-74	18,167
75-79	13,498
80-84	8,959
85+	6,799



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#### Population Age - Males (2013):

0-4	46,792
5-9	44,427
10-14	46,123
15-19	48,314
20-24	47,244
25-29	41,966
30-34	41,691
35-39	44,359
40-44	49,237
45-49	52,534
50-54	51,272
55-59	48,948
60-64	39,772
65-69	29,815
70-74	20,506
75-79	14,624
80-84	9,953
85+	8,323

#### Population Age - Females (2008):

0-4	42,817
5-9	41,557
10-14	42,019
15-19	45,087
20-24	43,801
25-29	42,038
30-34	42,371
35-39	47,045
40-44	49,138
45-49	51,135
50-54	48,094
55-59	45,355
60-64	36,727
65-69	28,780
70-74	22,541
75-79	19,013
80-84	15,633
85+	16,640

#### Population Age - Females (2013):

0-4	44,684
5-9	42,451
10-14	43,806
15-19	47,245
20-24	46,159
25-29	41,553
30-34	41,278
35-39	44,315
40-44	49,565
45-49	53,507
50-54	52,908
55-59	52,006
60-64	43,296
65-69	33,487
70-74	24,440
75-79	19,739
80-84	16,354
85+	18,974



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**Consumer Expenditure (2008)**

**Retail Summary:**

Retail Goods: Total 12,185,438,277

**Apparel:**

Apparel & Services: Total 990,896,958  
Men's Apparel: Total 183,035,716  
Women's Apparel: Total 330,544,317  
Children's Apparel: Total 176,376,570  
Infant Apparel (Under 2 Years): Total 46,317,929  
Footwear: Total 147,542,152  
Watches & Jewelry: Total 96,172,866  
Apparel Products & Services: Total 57,225,337

**Household Goods:**

Computers & Hardware for Home Use: Total 90,171,057  
Software & Accessories for Home Use: Total 11,977,954

**Entertainment/Recreation:**

Entertainment/Recreation: Total 1,702,037,620  
Fees & Admissions: Total 252,365,857  
Membership Fees: Total 70,151,779  
Fees for Participant Sports excluding Trips: Total 46,258,896  
Admission to Movies/Theater/Opera/Ballet: Total 59,579,825  
Admission to Sporting Events excluding Trips: Total 25,116,979  
Fees for Recreational Lessons: Total 51,013,899  
TV/Video/Sound Equipment: Total 642,924,639  
Community Antenna or Cable TV: Total 345,216,939  
Televisions: Total 123,617,745  
VCRs/Video Cameras & DVD Players: Total 15,219,509  
Video Cassettes & DVDs: Total 29,355,424  
Video Game Hardware & Software: Total 16,005,582  
Satellite Dishes: Total 567,693  
Rental of Video Cassettes & DVDs: Total 22,871,483  
Sound Equipment: Total 87,190,401  
Rental/Repair of TV/VCR/Sound Equipment: Total 2,568,948  
Pets: Total 224,419,419  
Toys & Games: Total 69,043,768  
Recreational Vehicles & Fees: Total 237,786,182  
Sports/Rec/Exercise Equipment: Total 91,614,708  
Photo Equipment/Supplies: Total 57,560,145  
Film Processing: Total 13,934,889  
Reading: Total 126,322,902

**Food:**

Food: Total 3,753,906,994  
Food at Home: Total 2,220,438,912  
Food at Home - Bakery & Cereal Products: Total 308,327,266  
Food at Home - Meat/Poultry/Fish/Eggs: Total 558,912,548  
Food at Home - Dairy Products: Total 253,387,722  
Food at Home - Fruit & Vegetables: Total 361,715,604  
Food at Home - Snacks/Other Food: Total 738,095,772  
Food at Home - Nonalcoholic Beverages: Total 206,445,198  
Food Away from Home: Total 1,533,468,082  
Food Away from Home - Meals at Restaurants: Total 1,410,480,426  
Alcoholic Beverages: Total 250,172,258

**Financial:**

Investments: Total 393,423,952  
Vehicle Loans: Total 2,824,770,316



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##### Health Care:

Health Care: Total	1,985,310,496
Health Insurance: Total	972,752,836
Nonprescription Drugs: Total	56,298,103
Prescription Drugs: Total	286,961,902
Eyeglasses & Contact Lenses: Total	36,323,268

##### Housing:

Shelter: Total	6,419,587,346
Mortgage Payment & Basics: Total	3,892,458,522
Maintenance & Remodeling Services: Total	849,568,610
Maintenance & Remodeling Materials: Total	205,419,379
Owned Dwellings - Paint/Wallpaper/Supplies: Total	10,537,298
Rented Dwellings - Paint/Wallpaper & Supplies: Total	604,731
Home Improvement Services: Total	865,205,834
Home Improvement Materials: Total	211,310,685
Utilities/Fuel/Public Services: Total	2,161,700,905
Telephone Services: Total	706,269,537
Insurance - Owners & Renters: Total	239,245,104

##### Household Goods:

Household Furnishings & Equipment: Total	943,060,261
Household Textiles: Total	61,054,536
Furniture: Total	276,187,205
Floor Coverings: Total	41,708,225
Major Appliances: Total	138,960,529
Housewares: Total	39,108,093
Small Appliances: Total	15,980,094
Other HH Items - Luggage: Total	4,039,464
Other HH Items - Telephones & Accessories: Total	16,165,511

##### Household Services:

Computer Information Services: Total	97,417,693
Child Care: Total	175,843,487
Lawn & Garden: Total	199,301,312
Moving/Storage/Freight Express: Total	22,050,873
Housekeeping Supplies: Total	356,905,895
Housekeeping Services: Total	53,990,062

##### Personal Care:

Personal Care Products: Total	195,693,551
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##### Education:

Education: Total	563,627,029
School Books & Supplies: Total	52,247,155

##### Miscellaneous Expenses:

Smoking Products: Total	230,941,851
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##### Life Insurance/Pensions:

Life & Other Pers Ins: Total	275,490,850
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##### Transportation (Local):

Vehicle Insurance: Total	643,430,299
Transportation-Vehicle Purchases (Net Outlay): Total	2,410,881,006
Transportation - Gasoline & Motor Oil: Total	1,222,410,786
Vehicle Maintenance & Repairs: Total	447,960,334

##### Travel:

Travel: Total	794,733,986
Airline Fares: Total	163,873,253
Travel - Lodging on Trips: Total	181,866,239
Auto/Truck/Van Rental on Trips: Total	15,045,192
Travel - Food & Drink on Trips: Total	202,185,283



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**Tapestry Segmentation System (2008):****L1: High Society**

01. Top Rung	0
02. Suburban Splendor	2,803
03. Connoisseurs	1,072
04. Boomburbs	9,135
05. Wealthy Seaboard Suburbs	0
06. Sophisticated Squires	5,293
07. Exurbanites	7,255

**L2: Upscale Avenues**

09. Urban Chic	868
10. Pleasant-Ville	0
11. Pacific Heights	0
13. In Style	14,125
16. Enterprising Professionals	5,183
17. Green Acres	19,291
18. Cozy and Comfortable	7,868

**L3: Metropolis**

20. City Lights	0
22. Metropolitans	7,331
45. City Strivers	0
51. Metro City Edge	5,775
54. Urban Rows	0
62. Modest Income Homes	15,543

**L4: Solo Acts**

08. Laptops and Lattes	0
23. Trendsetters	0
27. Metro Renters	0
36. Old and Newcomers	5,824
39. Young and Restless	5,983

**L5: Senior Styles**

14. Prosperous Empty Nesters	9,663
15. Silver and Gold	1,490
29. Rustbelt Retirees	11,169
30. Retirement Communities	2,103
43. The Elders	0
49. Senior Sun Seekers	1,368
50. Heartland Communities	20,096
57. Simple Living	6,184
65. Social Security Set	2,383

**L6: Scholars & Patriots**

40. Military Proximity	0
55. College Towns	5,424
63. Dorms to Diplomas	1,294

**L7: High Hopes**

28. Aspiring Young Families	8,924
48. Great Expectations	9,980



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#### L8: Global Roots

35. International Marketplace	0
38. Industrious Urban Fringe	0
44. Urban Melting Pot	0
47. Las Casas	0
52. Inner City Tenants	2,858
58. NeWest Residents	0
60. City Dimensions	4,948
61. High Rise Renters	0

#### L9: Family Portrait

12. Up and Coming Families	13,885
19. Milk and Cookies	3,175
21. Urban Villages	0
59. Southwestern Families	0
64. City Commons	3,950

#### L10: Traditional Living

24. Main Street USA	0
32. Rustbelt Traditions	12,353
33. Midlife Junction	19,815
34. Family Foundations	2,240

#### L11: Factories & Farms

25. Salt of the Earth	25,273
37. Prairie Living	0
42. Southern Satellites	108,111
53. Home Town	26,978
56. Rural Bypasses	20,067

#### L12: American Quilt

26. Midland Crowd	61,720
31. Rural Resort Dwellers	6,808
41. Crossroads	12,240
46. Rooted Rural	11,620